

ORDER



Orders

Order / Rev: 703320
 Alt Order #: 6256880
 Product Desc: OBAMA FOR AMERICA
 Estimate: 1523
 Flight Dates: 08/14/12 - 09/03/12
 Original Date / Rev: 07/30/12 / 07/30/12
 Order Type: Political

Primary AE: Jim Quinn
 Sales Office: T-PHI
 Sales Region: NAT

WTLV-TV

Agency

Name: Greer Margolis Mitchell/ Pol
 Buying Contact:
 Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Obama For America
 Demographic: A35+
 Product Codes: PL-Presidential
 Priority: P-3
 Revenue Codes: AGY, GEN, POL

New Business Thru:
 Order Separation: 00:15:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	114	\$38,775.00	\$32,958.75
08/27/12	09/03/12	70	\$22,770.00	\$19,354.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	114	\$38,775.00	\$32,958.75	0.00
September 2012	70	\$22,770.00	\$19,354.50	0.00
Totals	184	\$61,545.00	\$52,313.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WTLV-TV	27%	\$61,545.00
Market	100%	\$227,944.44

Competitive Share

Competitive Share	Share	Total
CABLE	1%	\$2,279.44
WAWS	6%	\$13,676.67
WCWJ	0%	\$0.00
WJXT	30%	\$68,383.33
WJXX	6%	\$13,676.67
WTEV	30%	\$68,383.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	08/14/12	09/03/12	Days of Our Lives Days of Our Lives	CM	M-F 1p-2p	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	15	\$2,250.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/14/12	08/20/12	MTWTF--					5	\$150.00		0.00			
		Week: 08/21/12	08/27/12	MTWTF--					5	\$150.00		0.00			
		Week: 08/28/12	09/03/12	MTWTF--					5	\$150.00		0.00			
E 2	WTLV	08/14/12	09/03/12	M-F 10-11a Today Show 3	CM	M-F 10a-11a	MTWTF--	:30	2	\$250.00	P-1	0.00	NM	6	\$1,500.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/14/12	08/20/12	MTWTF--					2	\$250.00		0.00			

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Advertiser: Obama For America
 Product Desc: OBAMA FOR AMERICA
 Estimate: 1523

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WTLV	08/14/12	09/03/12	M-F 10-11a Today Show 3	CM	M-F 10a-11a MTWTF--	:30	2	\$250.00	P-1	0.00	NM	6	\$1,500.00

TODAY SHOW 3

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 08/21/12	08/27/12	MTWTF--	2	\$250.00	0.00
Week: 08/28/12	09/03/12	MTWTF--	2	\$250.00	0.00

E 3	WTLV	08/14/12	09/03/12	M-F 11a-12p M-F 11a-12p	CM	M-F 11a-12p MTWTF--	:30	5	\$80.00	P-3	0.00	NM	14	\$1,120.00
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 08/14/12	08/20/12	MTWTF--	5	\$80.00	0.00
Week: 08/21/12	08/27/12	MTWTF--	5	\$80.00	0.00
Week: 08/28/12	09/03/12	MTWTF--	4	\$80.00	0.00

E 4	WTLV	08/14/12	09/03/12	M-F 1230-1p Extra	CM	M-F 1230p-1257p MTWTF--	:30	5	\$110.00	P-3	0.00	NM	15	\$1,650.00
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EXTRA

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 08/14/12	08/20/12	MTWTF--	5	\$110.00	0.00
Week: 08/21/12	08/27/12	MTWTF--	5	\$110.00	0.00
Week: 08/28/12	09/03/12	MTWTF--	5	\$110.00	0.00

E 5	WTLV	08/14/12	09/03/12	Late Night Late Night w/Jimmy Fallon	CM	1235a-135a MTWTF--	:30	5	\$80.00	P-3	0.00	NM	15	\$1,200.00
E 6	WTLV	08/14/12	09/03/12	FIRST COAST NEWS NOON FIRST COAST NEWS NOON	CM	M-F 12p-1230p MTWTF--	:30	5	\$225.00	P-1	0.00	NM	5	\$1,125.00
E 7	WTLV	08/14/12	09/03/12	FIRST COAST NEWS NOON FIRST COAST NEWS NOON	CM	M-F 12p-1230p MTWTF--	:30	5	\$225.00	P-3	0.00	NM	10	\$2,250.00
E 8	WTLV	08/14/12	09/03/12	FIRST COAST NEWS NOON FIRST COAST NEWS NOON	CM	M-F 12p-1230p MTWTF--	:30	5	\$150.00	P-3	0.00	NM	10	\$1,500.00
E 9	WTLV	08/14/12	09/03/12	FIRST COAST NEWS NOON FIRST COAST NEWS NOON	CM	M-F 12p-1230p MTWTF--	:30	5	\$150.00	P-3	0.00	NM	10	\$1,500.00
E 10	WTLV	08/14/12	09/03/12	FIRST COAST NEWS NOON FIRST COAST NEWS NOON	CM	M-F 12p-1230p MTWTF--	:30	5	\$150.00	P-3	0.00	NM	10	\$1,500.00
E 11	WTLV	08/14/12	09/03/12	FIRST COAST NEWS NOON FIRST COAST NEWS NOON	CM	M-F 12p-1230p MTWTF--	:30	5	\$150.00	P-3	0.00	NM	10	\$1,500.00
E 12	WTLV	08/14/12	09/03/12	FIRST COAST NEWS NOON FIRST COAST NEWS NOON	CM	M-F 12p-1230p MTWTF--	:30	5	\$150.00	P-3	0.00	NM	10	\$1,500.00
E 13	WTLV	08/14/12	09/03/12	FIRST COAST NEWS NOON FIRST COAST NEWS NOON	CM	M-F 12p-1230p MTWTF--	:30	5	\$150.00	P-3	0.00	NM	10	\$1,500.00
E 14	WTLV	08/14/12	09/03/12	FIRST COAST NEWS NOON FIRST COAST NEWS NOON	CM	M-F 12p-1230p MTWTF--	:30	5	\$150.00	P-3	0.00	NM	10	\$1,500.00
E 15	WTLV	08/14/12	09/03/12	FIRST COAST NEWS NOON FIRST COAST NEWS NOON	CM	M-F 12p-1230p MTWTF--	:30	5	\$150.00	P-3	0.00	NM	10	\$1,500.00